

ANNUAL REPORT 1967



The Working Blind
SINCE 1874



from the chairman of the board

The past year has been one of review and reappraisal, but even more, one of planning for the future. With professional help and our staff, we have developed a master plan for accomplishment of our goals.

For this reason, I am especially grateful to the Board, the Women's Committee, the staff, and our many friends for the support I have received over the years. In the 28 years I have served on the Board, I have seen this organization expand from a small Sheltered Workshop to a multi-purpose institution whose factory last year had gross sales of almost \$3,000,000; whose school served over 50 children, and whose other departments helped over 8,800 people. But to me our goal is still as it was at the beginning, to help blind people earn their living.

In turning the presidency over to John Philbrick, I am certain that all will join me in supporting him in the challenge and work that lies ahead.

Roger W. Hallowell
Chairman of the Board



from the president

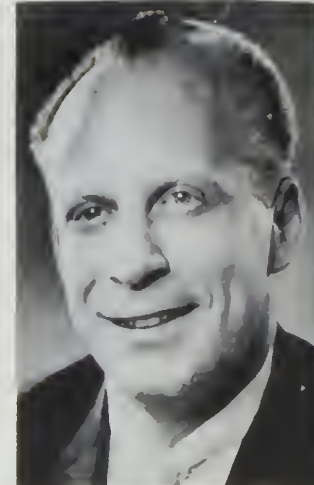
At The Working Blind, we are dedicated to the orderly coordination of services to blind persons in the community and the minimization of confusion and duplication of our efforts in serving them.

In these pages, you will find most importantly this aim of The Working Blind spelled out in words and in pictures — the dignity and accomplishment of blind men and women learning to be self-sufficient members of our society, and learning to live normal lives although shouldering a severe handicap. Their burden is heavy, and they need our assistance.

Last year The Working Blind helped visually handicapped people throughout the Delaware Valley. We will continue to serve them in the future.

It is with these ideas in mind, that we shall strive to become a Center for the Blind, the largest and most adequate facility for visually handicapped persons in the world.

John A. Philbrick III
President



from the executive director

As each building in the area surrounding The Working Blind falls to the wrecking bar and shovel, we realize more and more the necessity of having a new Center for the Blind as part of the West Philadelphia Corporation's University City project. It will shortly be time for us to rebuild, modernize, and expand our services, but this can only come about through an increasingly vigorous campaign by our friends in the community.

This report emphasizes the many services provided the visually handicapped since Hinman Hall founded The Working Blind in 1874. There have been continuous developments, new personnel, expanded organization, and more thoughtful planning. We look forward to 1968 and the years following as a time of fulfillment and implementation.

With our work today, we are drawing the blueprints for the future.

Joseph J. Braun
Executive Director



The Working Blind

SINCE 1874

table of contents

our purpose	3
sheltered workshop	4
rehabilitation services	4
upsal day school for blind children	5
facilities	6
prevention of blindness—low vision center	6
social service department	7
science for the blind	8
recreation department	8
development office	9
the future	9
financial report	10
accountant's opinion	11

our purpose

The Working Blind serves blind children and adults who are visually limited, deaf, mute, infirm or otherwise handicapped; its aim is:

- to provide education, training, rehabilitation, social services, recreation and other aids and services needed for useful and productive citizenship;
- to provide employment through suitable means including service occupations and manufacturing;
- to call the attention of the public to the needs and capabilities of blind persons of all ages;
- to create a more general awareness of the causes of blindness and the means of saving sight;
- to conduct case-finding programs and to assist in making available the medical, surgical and other care needed for prevention of blindness and restoration of sight.

the sheltered workshop

The unskilled blind person is finding it increasingly difficult to find work. Today, instructions are not as simple and the expected output of work is much higher. This is due to the increased capability of machinery, which demands a more skilled operator who needs extensive training. To provide this, management must have space, machinery and instructors; this increases costs.

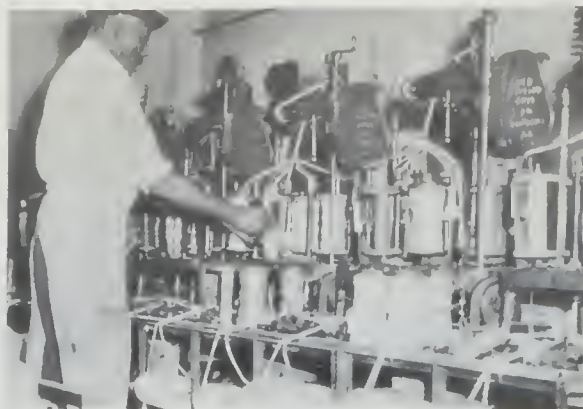
In 1967, we manufactured for the first time such items as scuffie-type slippers, paper dresses and plastic shoe trees. New equipment and facilities are needed to train the blind who wish to support themselves.

Twenty-one salesmen representing "The Working Blind" canvass the Philadelphia and surrounding area in their "Forest Green" uniforms; of these, seven are totally blind and three visually limited.

Although there was an increase in sales over 1966, our salesmen are still confronted with unethical competition. Competitors misrepresent us on phone solicitations and at the doors of our customers. We were forced, therefore, to experiment with "telephone" solicitors on a temporary basis in October and November. As a result, sales increased between \$1,200.00 and \$1,500.00 per week. Management feels that with the addition of more operators in the sales department, more of "The Working Blind's" products can be sold.

Total sales in 1967 reached a new high of \$2,966,950.23, an increase of \$879,690.95. Total wages paid to the blind also reached a new high of \$297,741.20; an increase of \$46,402.19. Salaries to administration and services brought total wages to the blind to \$351,701.13 for 1967.

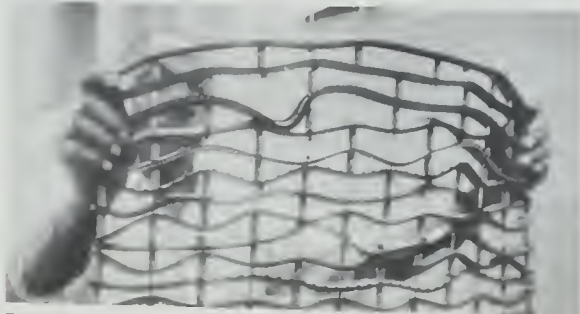
David M. LaCrosse
Director



A visually handicapped man operates an automatic braiding machine used in the manufacture of household rugs.



A sharp blade and skilled hands start the manufacture of a mop that will find its way to a U. S. Naval ship somewhere in the world.



From old used tires, to skilled hands, come door-mats like this one which last year went to 22,000 homes.

rehabilitation services

In 1967 the Rehabilitation Department, in cooperation with the Philadelphia School District, implemented a program providing instruction in mobility and orientation for blind children attending public schools in Philadelphia.

A program was also instituted to provide medical evaluation services to clients of the State Office for the Blind on an individual case basis. In cooperation with the State Office for the Blind and the University of Pennsylvania, Department of Ophthalmology, and Department of Physical Medicine and Rehabilitation, a program has been established which enables a client who has applied for Rehabilitation Services under the State's program to obtain his required ophthalmological and medical examination at a central location in one visit. This program will expedite processing case.

Thirty-nine trainees enrolled in a 12-week Adjustment-Training Program and were taught the necessary skills and techniques in mobility and orientation, communications, activities of daily living, and personal social adjustment.

Twenty-three persons participated in the 4-week Diagnostic Work Evaluation Program. This exposes clients to varied work conditions and situations to evaluate working skills, aptitudes, attitudes, and performance. Answers aid rehabilitation which will lead ultimately to placement in an occupation or vocation commensurate with a client's aptitudes, interests and abilities.

	Male	Female
Adjustment Training Program	23	16
Diagnostic Work Evaluation Program	16	7
TOTAL	39	23

John T. Davis
Director



Learning to set service for four, a blind girl does work she will soon be doing in her own home.



A blind girl learns to call home on a new pushbutton phone.



Mr. "Ben", chief mobility instructor, shows a new teacher how to navigate with the "white cane"; instructors must first learn how to get around, even when blindfolded.

upsal day school for blind children

In January 1967, The Upsal Day School moved into its newly constructed classroom wing at 220 W. Upsal Street; a split-level building consisting of four single classrooms, three double size classrooms, a therapy room, library, gymnasium, music room, dining room and kitchen; in the rear of the building is a well equipped playground.

Upsal teaches totally blind children and children with limited vision; it serves their families as well. The primary goal is to give each youngster the opportunity in a proper atmosphere to reach and even exceed his potential. The program is divided into two units, one for pre-school visually limited children and another unit for multi-handicapped visually limited children. Youngsters between the ages of 3 and 21 attend school between 9:00 A.M. and 2:30 P.M., five days a week. Both individual and group activity are planned for all children in self-help, daily living skills, awareness of life and people around us, reading readiness, number concepts, science, arts and crafts, music therapy, physical education, language development, communication, social skills, home economics and speech therapy. Children are grouped according to ability.

Parent guidance and cooperation are essential to the program and all children are approved for admission by the District Board of Education and the Department of Public Instruction, Commonwealth of Pennsylvania.

Psychological, medical and ophthalmological examinations are given to insure proper group placement, and dental services and limited psychiatric guidance are available.

In the future, we plan to improve our diagnostic and evaluation program and extend this service to families whose children, for one reason or another, are not able to attend the school. With additional funds we plan to improve our facility with a therapeutic swimming pool, this is essential in a complete training program.

Joanne M. Davidoff
Director



She loves me! She loves me! Joanne Davidoff, Director of the Upsal Day School, receives a bouquet from her students.



Buses take children door-to-door to their homes in Philadelphia and surrounding areas.



A blind boy learns to do a hand stand from his gym teacher in his physical education class.

facilities



The Main Office



The Sheltered Workshop



Sheltered Workshop—Drexel Building



The Upsal Day School



The Rehabilitation Center



Rehabilitation Center Extension



Science for the Blind.

prevention of blindness service

The Prevention of Blindness Service conducted six glaucoma and five amblyopia screenings in 1967. Among the firms served were Louis Goldsmith Clothing, the Veterans Administration, Allied Chemical Corporation, Richmond Lions, the Fire and Safety Conference and, in cooperation with United Fund, the Health-O-Rama.

The radio program, The Human Eye, ended after five years sponsorship by John Wanamaker when WIFI-FM was sold. In 105 programs, about 4,320 minutes were given to prevention and services to blind persons.

The school eye safety program, begun in September, 1966, was accelerated in 1967; Philadelphia public and parochial schools purchased safety lenses, shields and other devices.

The Prevention Service continued to work closely with professional and governmental agencies, including the State-Wide Comprehensive Planning Project for Vocational Rehabilitation. It is hoped the project will mean more facilities and more personnel to rehabilitate more physically handicapped Pennsylvanians;

low vision center

A total of 402 eye examinations was given to 318 old and new clients in 1967, slightly under the record high of 324 in 1966. The percentage aided, however, set a new high of 72.7%

	1967	1966	1965
Total Clients	318	324	292
Number Aided*	231	217	162
Number Not Aided	87	107	130
Percentage Aided	72.7%	66.9%	55.5%

*(1,425 aided since Center opened in 1958)

Robert M. Boston
Director



A patient in the Low Vision Center demonstrates the use of a light-weight plastic lens. With this cylindrical device inserted in his glasses, the patient can once again read ordinary newsprint.



The staff ophthalmologist examines a client in the Low Vision Center.



The director and a staff member plan a public education program on prevention of blindness.

social service department

The Social Service Department of The Working Blind is charged with the responsibility of helping blind residents in the Philadelphia area reach the highest level of functioning permitted by their abilities and desires.

This department is very important to the welfare of blind individuals in the community. Daily, many blind clients telephone The Working Blind about their personal problems and receive the advantage of educated advice. Rehabilitation and employment are attainable goals for some of these clients.

As a result of new advertising developed through public relations, many hundreds of packs of Braille cards are now going to our unsighted friends all over the United States, and some overseas.

Many different aids and appliances are available; these are sold at cost. Leather work continues to be laced by homebound blind persons for retail sales; toys are sewn by volunteers, stuffed by elderly blind and presented to children in area hospitals. Several thousand items of clothing have been received, evaluated, and distributed to blind individuals and their families.

The Average Workload:

Average caseload per month	124
Number of clients served	266
Number of new clients	98
Number of home visits	672
Total client contacts	2,533

Bernice Riley, ACSW
Director



Discussions over a bingo game as a volunteer speaks by manual alphabet to a deaf-blind woman.



The Social Service director visits the home of a client with "Dixie," her seeing eye dog.

science for the blind

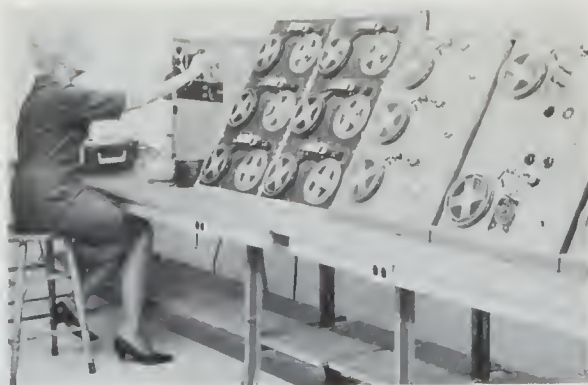
Science for the Blind supplies both information and instruments to those blind persons either actively employed in scientific and technical jobs or interested in science as a hobby. They range from Ph.D's to a few individuals who lack high school education diplomas. They include psychologists, attorneys, ham radio operators, teachers and housewives.

It supplies employment aids for blind scientists and technicians. Some instruments are designed for auditory or Braille use, others are adaptations of commercially available products. Blind technicians help with manufacturing and repairs.

Science for the Blind also duplicates and mails 2000 scientific tapes each month. Blind employees assist with editing, duplicating, splicing, mailing and checking-in tapes. Masters are recorded by volunteers.

In 1967, Science for the Blind moved its tape circulation department; it has been incorporated as an independent subsidiary of The Working Blind, and has expanded its office facilities to increase its total operation. Science for the Blind occupies 3700 square feet of space.

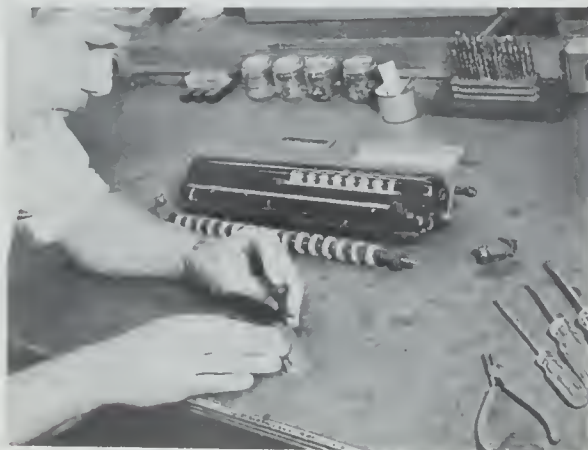
In addition, it has recently handled a contract for duplicating tapes for the Library of Congress. This contract has netted a significant amount of money to be used in purchasing additional equipment and to operate more efficiently.



Last year through its own circulation of technical information and contract work, SFB duplicated over 40,000 tapes.



Prof. Thomas Benham, Director, works with an impedance bridge which measures resistance, capacitance and impedance.



SFB is the only place in the U. S. that a blind person can obtain a Braille calculator; a technician here converts a regular model.

recreation department

For the entertainment of blind individuals, both at The Working Blind and elsewhere in the Philadelphia area, sponsored are dances, evening socials, theatre visits, swimming, bowling and concerts; these all offer enjoyment and diversion — high points in the life of a blind person.

At evening socials, there are games, singing, folk and square dances, and comedy records. All of our activities are greatly enjoyed by the blind persons in our group. As evidenced by the list, the experiences vary greatly and are designed to provide each individual with as broad a background as possible. Our group includes the old as well as the young, and we strive to schedule activities that can be enjoyed by all. The group consists of between ten and forty people, depending on the activity scheduled. We are ably assisted by three drivers and eight volunteers at various times who spend five to ten hours a week assisting with our outings.

The Recreation Department scheduled twenty-two swims at the main branch YWCA, twelve dances, nine plays (Theatre of the Living Arts, Society Hill Playhouse, Drama Guild, and Allens Lane Art Theatre), seven socials, six concerts (Academy of Music, Orpheus Club and The Philadelphia Orchestra), six concerts at Robin Hood Dell, one string band concert (Philadelphia Show of Shows), two bingo parties (Department of Recreation), four ballgames (Phillies), one opera (Metropolitan Opera Co.), four picnics, one football game (Temple University), two restaurant outings, one Philadelphia Folk Festival, one bowling outing, one horseback riding.

Thomas A. Benham
Director

Tony Klimaytis
Director



Blind persons enjoy a swimming party at the YWCA and learn about the buddy system.



It's on its way for a strike as a blind man bowls under the guidance of the Recreation Director.



A dance in Hinman Hall Auditorium finds a five piece orchestra, happy blind people and their friends.

development office

The Development Office supervised the fund raising activities and gave overall direction to the public relations and promotional programs of The Working Blind.

The department continues to receive substantial support from the community through its public education appeals and The Working Blind has benefited from numerous bequests, legacies, foundation grants, and personal benefactions which make it possible to carry out our varied programs.

The department now has the benefit of a public relations council in connection with promotional activities in support of our fund raising programs.

In public relations, every major broadcasting network in the Philadelphia area has been airing Working Blind public service announcements for each of our departments. Reading and Penn-Central commuter trains are showing five hundred public service car cards; two issues of a quarterly newsletter, **Foresight**, were published in 1967 for distribution to friends, contributors and civic organizations; on three occasions the Upsal Day School had film coverage from the local TV news media; and a feature appeared on the Rehabilitation Department in the city press.

Newspaper coverage has been provided for various activities: The Upsal Day School Open House, parties for the deaf-blind and the appointment of new staff and board members. Science for the Blind has been provided a new brochure and an announcement sheet, and The Working Blind has new news release forms.

Paul B. Hartenstein
Director

the future

It is hoped that in the near future a new physical facility will be built to house a Center for the Blind. This Center will be designed to serve the citizens of Philadelphia and those residing elsewhere in the Delaware Valley. Suitable and adequate services must be made available to the growing number of handicapped persons here.



On this site, where The Working Blind now stands, will be built the new **CENTER FOR THE BLIND**.

The Working Blind will be well equipped and well prepared to undertake this responsibility with assurance and dedication. It is our hope that as this Center for the Blind moves towards becoming a reality, other organizations, dedicated to its common purposes, will join us.

The site for the Center for the Blind will be at our historic address, 36th Street and Lancaster Avenue, in the heart of the new University City Science Center. A city block has been approved and if we all join together in this common purpose, we should see in Philadelphia, by 1974, the finest facility in the world for service to the visually handicapped citizens of this entire area.

financial report

Gifts from friends, foundations and civic organizations, plus other public contributions and grants provided these services to blind men and women, to the visually handicapped, and to the sighted public in 1967 . . .

INCOME

City of Philadelphia	45,000.00
Reserve & Endowment	43,853.85
Special Receipt of Income	14,805.82
Misc. Operating Income	53,124.37
Income from Sale of Products and Purchases of Service	3,134,934.32
TOTAL INCOME	\$3,291,718.36
COST OF SERVICES RENDERED	3,491,713.76
OPERATING DEFICIT	(\$199,995.40)
Voluntary Public Contributions	172,605.05
NET OPERATING DEFICIT	(\$ 27,390.35)

TOTAL COST OF SERVICES RENDERED

AFTER NORMAL ADMINISTRATIVE EXPENSE

Boarding Home	\$ 71,950.27
Rehabilitation	75,472.22
Social Service	47,963.14
Prevention of Blindness and Optical Aid	66,202.73
Upsal Day School	177,867.27
Talking Books	5,724.83
Science for the Blind	11,000.00
Public Information and Education	67,712.49
Sheltered Workshop	2,967,820.81
TOTAL COST OF SERVICES RENDERED	\$3,491,713.76

BALANCE SHEET AT DECEMBER 31, 1967

ASSETS

CURRENT ASSETS

Cash	\$ 191,283.54
Accounts Receivable	316,685.65
Inventories	464,460.42
	<u>972,429.61</u>

INVESTMENTS (Cost Basis) 1,073,850.52

PROPERTY, PLANT AND EQUIPMENT

Net of depreciation 484,071.57

OTHER ASSETS 51,884.07

\$2,582,235.77

LIABILITIES AND CAPITAL

CURRENT LIABILITIES

Accounts Payable	\$ 118,334.21
Accruals and other Current Liabilities	58,031.18
	<u>176,365.39</u>

CAPITAL:

Beginning balance (adjusted by \$1,333.73 applicable to 1966)	2,162,186.46
Legacies, Bequests and other Special Gifts	271,074.27
Net Operating Deficit	(27,390.35)
	<u>2,405,870.38</u>
	<u><u>\$2,582,235.77</u></u>

The Board of Managers also gratefully acknowledges many gifts of material and services which cannot be shown in a financial statement. They are conservatively estimated as being in excess of \$8,000. Among them are gifts of clothing, furniture, radios, appliances, tools and equipment. The Board is grateful to the press and broadcasting industry for their services in providing sight-saving information to the public plus news about the needs and capabilities of the working blind. Cost of the publicity, if paid for, is estimated at \$24,000.00.

Detailed financial statement audited by Milton B. Creamer, C.P.A. and auditor's report are available for examination at our office.

accountant's opinion

The Board of Managers
The Working Blind, Inc.
36th and Lancaster Avenue
Philadelphia, Pennsylvania 19104

We have examined the Balance Sheet of The Working Blind, Inc. as of December 31, 1967, and the related Statements of the Operating Fund, Capital Funds and Reserve Funds for the year then ended.

Our examination was made in accordance with generally accepted auditing standards; except that, we only made a test check of the physical inventory. Our examination included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, the accompanying Balance Sheet and Statements of the Operating Fund, Capital Funds and Reserve Funds present fairly the financial position of The Working Blind, Inc. as of December 31, 1967 and the results of its operation for the year then ended. This report has been prepared in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year, with the exception that the Science for the Blind Division has not been consolidated in this report. That division was a part of the consolidated report for the Calendar Year 1966.



Milton B. Creamer & Co.
Certified Public Accountants
720 Western Saving Fund Bld'g
Broad & Chestnut Sts.
Philadelphia, Pa. 19107

February 21, 1968



officers 1968

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